



## 2018 Ones to Watch: Natalia Asido Vishnevski, Vice President at City Interior Flooring

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Name: Natalia Asido Vishnevski

Title: Vice President

Company: City Interior Flooring

Year that you entered your current field? Family Business

How did you get your start in your current field?

I come from a family who immigrated three times so I was forced to grow up faster. I started my own first business at 16 which opened my knowledge in the real estate and development field. Since then I've been working in construction and real estate. Since both fields are so connected my next endeavour would be developing my own projects.

How do you contribute to the future of your industry?

I believe our newly designed waterproof wood flooring line called AquaBlu will be a revelation to the wood flooring industry as a whole. No one has seen anything like it and it's slowly becoming an instant success.

How do you manage the work/life balance?

This is always a tough question to answer as I am always in work mode but the real answer is if you love what you do, is it still considered work?

Who or what do you attribute to your success?

My father is a talented and renowned artist who taught my brother and I on how to be creative. I used this creativity to open new businesses and follow my passion of construction, real estate, art and design. My theory is that being unique and having something different in the market is always a plus and differentiates your brand.

How do you motivate or inspire your colleagues?

This is mostly an industry run by men so the only way I can inspire and motivate them is to beat them at their own game. I Bring attention to the goals I have achieved as a person, the people I have brought to the table, the projects I was able to take on and the goals we have achieved as a company to grow over 50% every year since I have started.

Where do you see yourself in 5 years?

I see myself, City Interior Flooring & Plancher Times becoming one of the premier and unique wood flooring manufacturing, distribution and installation company in the north eastern United States and Canada.

What are your professional goals for 2018?

My goal would be to see the immediate success of our new Waterproof line, AquaBlu and for it to become a household name.

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